

BabyCal Attends Health Fairs and Conferences

In March, April and May 2002, BabyCal participated in many health fairs and conferences across California where the BabyCal CBO coordinators shared outreach materials with target audiences and networked with community-based organizations (CBOs) and other influencers of pregnant women.

March

- CBO coordinators Nadine Roberts Cornish and Lori Goodwine attended the **11th Annual WIC Trade Show and Conference** in Sacramento. More than 950 WIC employees, nutritionists and dieticians from throughout the state attended. The conference focused on customer service and building management leadership, improving staff support and motivation, and renewing the commitment to serve the 1.25 million WIC participants in California.
- CBO coordinators Tania Watson and Pam Coe participated in the **Celebrate Healthy Babies Health Fair** in Los Angeles. More than 15,000 adults and children attended the event, which had a craft exhibit, children's games, clowns, massive Easter Egg Hunt, health information and screenings for low-income families.
- Nadine and Pam attended the **13th Annual Families, Babies and Drugs Conference** in Modesto, which focused on perinatal substance abuse issues. Attendees received information on nutrition, foster care and adoption, breastfeeding, chemical intervention, prenatal care and the Black Infant Health program.
- Pam attended the **Pasadena Black Infant Health Program's 4th Annual Women's Health Conference** in Pasadena, which focused on health issues affecting African-American women. Information and advice to help women create a healthier lifestyle for themselves, their families and their community were provided.

April

- Tania and Pam attended the **Celebrate Healthy Babies Health Fair** in San Diego, sponsored by the San Diego County Black Infant Health Program. This event informed families about a variety of health services and programs available in their community.



The 11th Annual WIC Trade Show and Conference attracted more than 950 WIC employees, nutritionists and dieticians. It focused on customer service and building management leadership.

May

- Tania attended the **Annual Women's Day Health Fair** in Watts, which celebrated Women's Health Month and Mother's Day by providing free health information, community resources, parenting education, beauty makeovers and stress reduction tips.

A display booth is a great way to promote your organization at health fairs and conferences. You can attract attendees to visit your booth by using incentive items, such as BabyCal brochures,

mini-posters, pens and pencils, which can be ordered free of charge. You also can ask local sponsors to donate food or products that you can distribute, or even give your booth a theme. By attending health fairs and conferences, your organization can also network with other CBOs, which allows organizations to work together to offer comprehensive services for clients.

For more information about upcoming health fairs and conferences please log on to the BabyCal Web site at www.dhs.ca.gov/babycal and link to the "Upcoming Events" page.



The 13th Annual Families, Babies and Drugs Conference focused on perinatal substance abuse issues.

This edition of BabyCal News contains a fact sheet (in English and Spanish) on simple ways to ease pregnancy discomforts for you to copy and distribute to your clients and store in your CBO Member Kit. Also enclosed is an order form for BabyCal materials.

Nutrition and Food Safety Tips for Pregnant Women

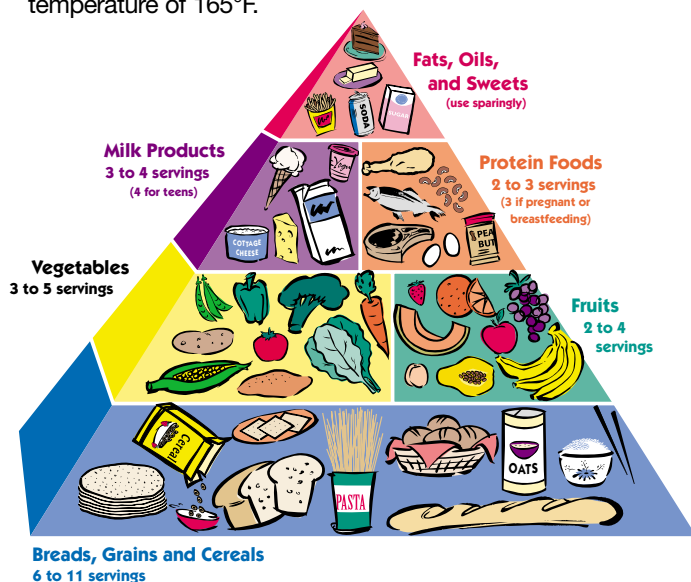
With temperatures rising during the summer months, it's often harder to get in a hot kitchen and cook a well-balanced meal while ensuring that your food is safe. Even so, it is important for pregnant women to remember that eating a healthy diet is necessary for an unborn baby's growth and development. There are many dishes that can be prepared without using an oven or stove, such as salads, sandwiches and smoothies.

When preparing meals, use a variety of foods from the five main food groups and drink a lot of fluids, like water, juice and milk. Fruits and vegetables are a great way to get your daily intake of vitamins and many fruits and vegetables are in season during summer. Also, to make sure that you and your family are safe from food bacteria, remember to do these simple things each time you prepare a meal:

- Wash your hands when handling food.
- Never place cooked food on a plate that previously held raw meat, poultry or seafood.
- Use a food thermometer to be sure you cook foods (meats, poultry, seafood) until they have reached the proper cooking temperature.
- Put leftovers in the refrigerator within two hours.
- Wash raw vegetables and fruits before eating or cooking.

Also, there are additional food safety tips for pregnant women to help prevent infections that could harm you and your baby:

- Do not drink unpasteurized (raw) milk or eat foods made from unpasteurized products.
- Do not eat soft cheeses like feta and Mexican style. Hard cheeses, processed cheeses, cream cheese and cottage cheeses are safe.
- Cook leftover foods or ready-to-eat foods (like hot dogs or deli meat) until steaming hot. They should be cooked to an internal temperature of 165°F.



Sources: DHS' Maternal and Child Health Branch and Women, Infants & Children Program

These healthy recipes are great for expectant mothers. They are easy to prepare and easy to clean up. Try preparing one for you and your family!

Tuna Salad Sandwich

Ingredients

2 slices whole wheat bread
3-ounce can of water packed light tuna
2 tablespoons low-fat mayonnaise
1/2 cup raw chopped onions
1 stalk raw celery
2 leaves of lettuce
1 whole raw tomato

Directions

Mix tuna with low-fat mayonnaise, onion, and celery. Top one slice of bread with tuna. Top with another slice of bread. Try your sandwich with tomato and lettuce. Serve with low-fat milk.

This recipe is a great source of Vitamin A, protein, folate and iron.



Orange Banana Smoothie

Ingredients

1 banana
1 cup plain low-fat yogurt
1 cup orange juice

Directions

Slice banana and put in blender. Add yogurt and orange juice. Blend until smooth. Pour into glass.

This recipe is a great source of vitamin C, calcium and folate.



You Should Know...

Simple Ways to Ease Common Pregnancy Discomforts

Being pregnant means you have many changes, and sometimes physical discomforts, which result in stress and strains on your body. You may experience some of the discomforts described below. However, there are things you can do to help ease these aches and pains.

Morning sickness can occur any time of the day, typically in the first trimester of the pregnancy. It may be worse when your stomach is empty. Eating smaller meals more frequently, drinking plenty of fluids and getting plenty of fresh air often can reduce the feeling of morning sickness. Do not drink coffee, alcohol or smoke. They can upset your stomach and can harm your baby. Also, avoid high-fat, fried foods with strong spices that can make your nausea worse. Contact your health care provider if sickness is severe or persists.

Tiredness is common in early pregnancy, but adequate rest and regular exercise can help. Try taking short naps whenever you can. Exercise can also make you feel more energetic and improve your strength.

Backaches may be eased by using a pregnancy girdle, wearing comfortable, flat shoes, not standing for long periods, sitting up straight with your legs elevated, walking and staying in shape. Back rubs, massages and moist heat are other ways for dealing with the discomfort. Be careful lifting heavy objects or children, bend your knees and use the muscles in your legs, not those in your back.

Constipation poses a problem for many women during their pregnancy. To reduce constipation, add more fiber (bran products, fresh fruits and

vegetables) to your diet, drink lots of fluids like water (6-8 glasses a day) and exercise regularly. Avoid using laxatives unless your health care provider specifically prescribes them.

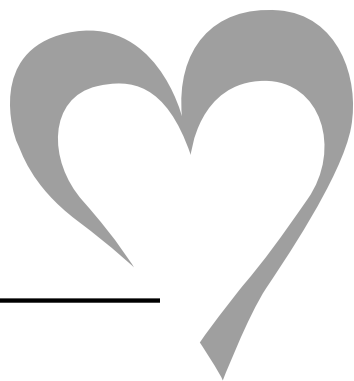
Headaches can be painful, but often fresh air and exercise may be all that's needed. Getting enough rest, eating regularly and drinking six or more glasses of water daily will also help. Check with your health care provider before taking any pain medications.

Leg cramps can be soothed by trying calf stretches. Also, wear support hose and elevate your feet when resting. When your leg cramps, straighten your leg and slowly flex your ankle and toes, massage your calf, use a heating pad or soak your leg in warm water. Consult with your health care provider if leg cramps persist.

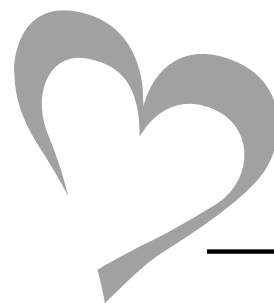
Swelling in your legs and ankles can be controlled by wearing support hose and avoiding standing for long periods. Keep feet elevated and drink plenty of water. Limit salty foods, which can lead to swelling.

If you are experiencing any unusual pains, stomach cramping or bleeding, please contact your health care provider right away. Also, please remember to always consult with your health care provider before changing your diet or exercise routines during your pregnancy.

*Sources (Fuentes): California Department of Health Services' Maternal and Child Health, Comprehensive Perinatal Services Program's Guide: "Steps to Take Nutrition" pages 31, 49
<http://www.babyonline.com>
<http://www.allaboutmoms.com>
<http://www.thelaboroflove.com>



*Usted debe
saber...*



Simple consejos para aliviar malestares comunes del embarazo

Con el embarazo también vienen muchos cambios, y algunas veces malestares físicos, los cuales resultan en estrés y tensión en su cuerpo. Usted puede sentir algunos de los malestares mencionados a continuación. Sin embargo, hay cosas que pueden ayudarle a aliviar estos malestares y dolores.

Mareos y náusea pueden ocurrir a cualquier hora del día, usualmente durante el primer trimestre de embarazo. Puede empeorar cuando su estómago está vacío. Si come comidas pequeñas con más frecuencia, toma muchos líquidos, y respira mucho aire fresco, puede reducir esa sensación de mareo y náusea. No tome café o alcohol, ni fume. Esto puede caerle mal a su estómago y afectar a su bebé. Además, evite comidas altas en grasa y frituras muy condimentadas que pueden empeorar su náusea. Consulte a su doctor, enfermera o partera si sus malestares son fuertes o persistentes.

El cansancio es común al comienzo del embarazo, pero el descanso adecuado y ejercicio regular pueden ayudar. Trate de tomar siestas pequeñas cuando pueda. El ejercicio también puede hacerle sentir con más energía y mejorar su resistencia.

Los dolores de espalda pueden aliviarse usando una faja de embarazo, zapatos cómodos, sin tacón, no quedándose parada por largo tiempo, sentándose derecha con las piernas elevadas, caminando y manteniéndose en forma. Frotar, masajear la espalda y el calor húmedo, pueden también ayudar a aliviar este malestar. Tenga cuidado al levantar niños o cosas pesadas, no olvide doblar sus rodillas y usar los músculos de sus piernas, no los de su espalda.

La constipación es un problema para muchas mujeres durante el embarazo. Para reducirla, aumente más fibra (productos de afrecho o salvado, frutas y vegetales frescos) a su dieta, tome mucho líquido, como agua (6-8 vasos al día), y haga ejercicio regularmente. Evite usar laxativos a menos que su doctor o partera lo haya recetado específicamente.

Los dolores de cabeza pueden ser agobiantes, pero muchas veces el aire fresco y el ejercicio pueden ser la solución. Además, suficiente descanso, comer regularmente y tomar 6 ó más vasos de agua al día, pueden ayudarle. Consulte con su doctor, enfermera o partera antes de tomar cualquier medicina para el dolor.

Los calambres de las piernas pueden aliviarse al estirar las pantorrillas. Además, use pantimedias de buen soporte y eleve sus pies cuando descanse. Cuando sienta un calambre en la pierna, estírela y lentamente flexione su tobillo y dedos del pie, masajee su pantorrilla, use un paño caliente o ponga su pierna en agua caliente. Consulte con su doctor, enfermera o partera si los calambres continúan.

La hinchazón de sus piernas y tobillos puede ser controlada con pantimedias de buen soporte y evitar quedarse parada por largo tiempo. Mantenga sus pies elevados y tome mucha agua. Limite la comida salada, que puede producir hinchazón.

Si usted siente dolores fuera de lo común, retortijones, o sangrado, llame a su clínica inmediatamente. Además, recuerde siempre consultar con su doctor, enfermera o partera antes de cambiar su dieta o programa de ejercicio durante su embarazo.

** Fuentes: Ver al reverso*

CBO Spotlight - Southern California

Planned Parenthood of San Diego and Riverside Counties – Prenatal Services

Contact: Brook Hebert, Prenatal Operations Coordinator - (619) 683-7545

Planned Parenthood of San Diego and Riverside Counties (PPSDRC) has provided comprehensive, affordable prenatal care to women throughout San Diego County for more than 15 years. PPSDRC operates four prenatal clinics serving approximately 1,000 women each year via its prenatal program.

“Our goal is to provide quality prenatal services in a compassionate, open and supportive environment,” said Brook Hebert, Prenatal Operations Coordinator. “To do so, our program provides individualized prenatal care to address the unique situations faced by each client.”

Services provided at PPSDRC’s prenatal care clinics include pregnant teen support, domestic violence intervention, breastfeeding support and referrals for public health nurse home visits and dental care. Additionally, participants are offered childbirth and pre-term labor prevention classes. To help pregnant women reach their personal and health-related goals, PPSDRC’s prenatal staff receives ongoing education and participates in community networking.

“Planned Parenthood strongly believes that education is essential to help moms give their babies a healthy start,” said Wendy Nelson, nurse practitioner and prenatal medical coordinator. “In addition to medical care provided by a team of certified nurse midwives, nurse practitioners and obstetricians, our prenatal program participants can receive extensive nutritional services, social services, perinatal education and financial assistance, including help applying for Medi-Cal Presumptive Eligibility and Access for Infants and Mothers.”

BabyCal outreach materials are an important educational component of PPSDRC’s prenatal program. “BabyCal’s wide range of materials are instrumental in reaching the

“In addition to medical care provided by a team of certified nurse midwives, nurse practitioners and obstetricians, our prenatal program participants can receive extensive nutritional services, social services, perinatal education and financial assistance, including help applying for Medi-Cal Presumptive Eligibility and Access for Infants and Mothers.”



Planned Parenthood of San Diego and Riverside Counties – Prenatal Services offers women affordable prenatal care and education.

diverse population we serve throughout San Diego and Riverside counties,” said Nelson. She added that incentive programs such as BabyCal Bundles help support their education efforts. PPSDRC also offers

incentives such as car seat vouchers and parenting videos to clients who attend all of their medical appointments and complete childbirth education classes.

The prenatal coordinators at Planned Parenthood of San Diego and Riverside counties agree that it is rewarding to know they are helping women have

healthier babies by encouraging them to make the best choices, get prenatal care and take good care of themselves during pregnancy.

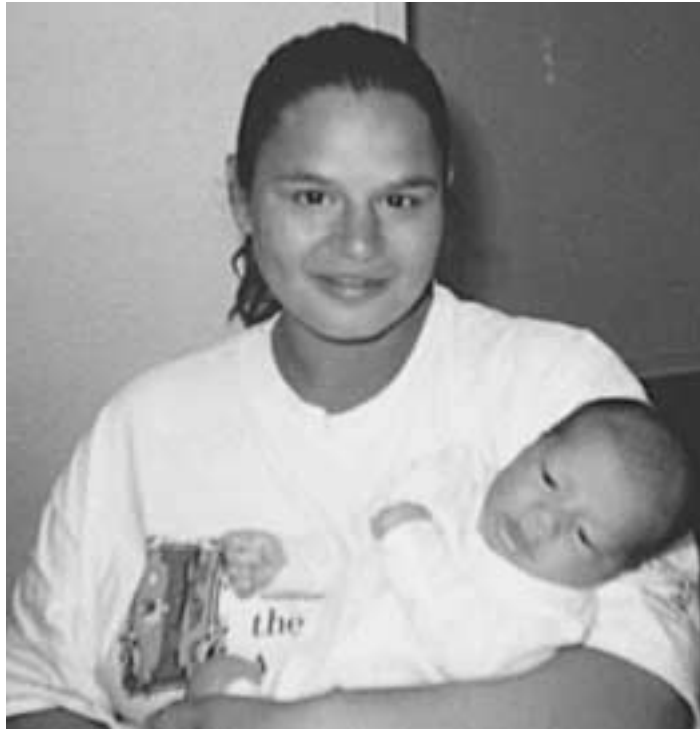
Testimonial

Pregnancy Counseling Center, Santa Rosa

Although her heart was full of love, 22-year old Jennifer was lacking just about everything else she would need to take care of herself or her unborn baby. Jennifer did not have baby or maternity clothes, equipment or medical care. She had little hope and without insurance or a health care provider, her resources were very limited.

Jennifer knew she needed to take control of the situation. Hopeful, yet uncertain, she called the Pregnancy Counseling Center (PCC), a counseling service and clinic in Santa Rosa, which helps women through their sixth month to make an informed decision about pregnancy.

Jennifer was relieved to find support during her pregnancy. Her counselor referred her to WIC for nutritional help and gave her the BabyCal brochure to read. As an ongoing PCC



Jennifer got the counseling she needed at Pregnancy Counseling Center to prepare for the birth of her son, Miguel.

counseling client, Jennifer went to the PCC prenatal clinic through her sixth month. PCC helped her apply for Medi-Cal and helped her find a health care provider for the rest of her pregnancy.

During her counseling sessions, Jennifer discussed her goals with her counselor and made plans to further her education. She also received baby clothes, a crib, car seat and maternity clothing from the PCC maternity and baby store. The store, which is located at PCC, offers clients donated items at a very low cost. The items are used, but are in very good condition.

Jennifer delivered a healthy baby boy, Miguel. His loving mother has already signed up to attend PCC Parenting classes.

Congratulations Jennifer!

Source: Kristine Cox, Pregnancy Counseling Center

NPHIC Awards

This year, the BabyCal campaign was a big winner at the National Public Health Information Coalition's (NPHIC) national competition! NPHIC is an independent organization of professionals dedicated to improving America's health through public health communications. Below are the awards BabyCal won:

Category: Media Kits

Entry: Holly Robinson Peete Television/Radio
Public Service Announcements Media Kit

Award: Gold

Category: Internet Home Pages

Entry: BabyCal Web Site

Award: Silver

Category: Posters

Entry: "A Healthy Baby Starts With a Healthy Pregnancy"
Series

Award: Bronze

Category: Television Public Service Announcements/
Special Video Projects

Entry: "Baby Love"

Award: Bronze

This national recognition is a reflection of our successful partnership with CBOs to increase healthy birth outcomes in California. We can all be proud!

Overview of the WIC Program

According to the California Department of Health Services' Women, Infants and Children (WIC) program, working families are among the most unlikely to know about WIC services. Often they believe they are not eligible for services because someone in their family works. However, more than 50 percent of the women and children on WIC in California are members of a family with one or both parents working outside the home. Most WIC sites offer evening and weekend appointments for parents who work.

Recognizing this, many community-based organizations help working families learn more about WIC. "Some clients are afraid they do not qualify for WIC and do not know much about the program," said Judy Benitez of Mother and Child Health Center in West Covina. "So, we have a WIC worker who visits our site twice a month to help families with the application process. Many end up qualifying and participating in the program."

WIC is a supplemental nutrition program that helps pregnant women and young children eat well and stay healthy. The goal



WOMEN • INFANTS • CHILDREN

of the program is to decrease the risk of poor birth outcomes and improve the health of pregnant women and infants.

Through the program, pregnant, breastfeeding and postpartum women and children under 5 years of age, including families with a low to medium income, may qualify to receive:

- Vouchers to buy healthy foods, such as milk, juice, eggs, cheese, iron-fortified cereal, dry beans and peanut butter.
- Nutrition and health education.
- Support and information about breastfeeding.
- Referrals to health care and community services.

To find a local WIC location that can serve your low to medium income and working clients, call 1-888-WIC-WORKS, or visit the California WIC program's Web site at www.wicworks.ca.gov for more information.

Sources: Department of Health Services' WIC program, www.wicworks.ca.gov, Department of Public Health, City and County of Riverside WIC "A World of Taste at Your Table" booklet.

Highlight on the Healthy Families Program

If your clients need health coverage for their children, Healthy Families can help. The Healthy Families Program (HFP) is a state and federally funded health care program for California's most vulnerable population – low-income, uninsured children. It offers families with incomes at or below 250 percent of the federal poverty level comprehensive low-cost medical, dental and vision coverage for their children (e.g., a family of four can make up to \$3,771 per month). It's designed for families who earn too much to qualify for no-cost Medi-Cal but not enough to afford private health coverage.

HFP is offered to children under 19 years of age. To be eligible, children must be California residents and U.S. citizens, nationals or eligible immigrants. The children must not qualify for no-cost Medi-Cal and have not been covered by employer-sponsored insurance for the three months prior to applying for HFP. The monthly cost for the program is \$4 - \$9 per child, with a maximum of \$27 per month for all

children in a family. The cost is based on income, the number of children covered and the plan chosen.



HFP also covers newborns. You can prepare for the birth of your child by pre-enrolling them in the HFP. Applicants may apply for coverage up to three months in advance of the expected date of birth for an unborn infant. Coverage for the newborn infant will begin 13 days after the

program receives proof of birth or a copy of the birth certificate.

Families may apply for the HFP by using the short, mail-in application that can be obtained by calling toll-free 1-888-747-1222 or visiting the HFP Web site at www.healthyfamilies.ca.gov. Applications come in 11 languages and free in-language help completing the application is available. Encourage your clients to call today!

Sources: Managed Risk Medical Insurance Board, <http://www.healthyfamilies.ca.gov>

BabyCal Visits CBOs Statewide

Thank you to the BabyCal Network CBOs for allowing us to do site visits.

**Southern California CBO coordinator
Tania Watson visited:**

CBO

REPRESENTATIVE

Los Angeles Black Infant Health Program, Los Angeles
Clinica De Los Angeles, Los Angeles
Legal Aid Foundation of Los Angeles, Los Angeles
Superior Medical Clinic, Los Angeles
University Physicians Health Care, North Hollywood
Victory Medical Group, North Hollywood

Yolanda Jones
Maria Fuerte
Yolanda Arias
Patricia Salinas
Maggie Rivas
Wendy Miranda

**Southern California CBO coordinator
Pamela Coe visited:**

CBO

REPRESENTATIVE

CAL Health, Los Angeles
Catholic Charities of San Diego, San Diego
Mother and Child Health Center, South El Monte
Ocean Shores High School, Cal-SAFE Program,
San Diego
Planned Parenthood of San Diego and Riverside
Counties, San Diego

Lisa Gunawardane
Marion Keller
Judy Benitez
Mary Haas
Brook Hebert

**Northern California CBO coordinator
Nadine Roberts Cornish visited:**

CBO

REPRESENTATIVE

Alta Oaks Medical Group – CPSP, Mountainview
East Valley Community Clinic, San Jose
Family Resource & Referral Center, Stockton
Perinatal Service Center – Family Ties, Stockton
Maternal Child and Adolescent Outreach Project –
Public Health Department, San Jose

Suzy Gonzalez-Beban
Aldos Man
Scott Takechi
Vi Martin
Vicki Garcia

**Northern California CBO coordinator
Lori Goodwine visited:**

CBO

REPRESENTATIVE

Birth & Beyond/Arden-Arcade Center, Sacramento
Golden Valley Health Centers, Merced
Mark Twain St. Joseph Hospital – CPSP, San Andreas
Mercy Merced Medical Clinic, Merced

Terecita Avila
Emma Whala
Debbie Croy
Becky Vargas

To place an order or to obtain an order form and usage agreement for BabyCal's prenatal care educational videotape free of charge, please contact Jennifer Hex at (323) 966-5644 or your CBO coordinator.



Welcome New BabyCal CBOs

BabyCal welcomes six new CBOs to the statewide BabyCal Network of more than 560 organizations.

- ♥ Clinica Medica Central – San Diego
- ♥ San Bernardino County BIH Program – San Bernardino
- ♥ Professional Medical Clinic – Los Angeles
- ♥ San Joseph Medical Clinic – Los Angeles
- ♥ Family Support Services – Sacramento
- ♥ University Physicians Health Care – Los Angeles

Contact Information

CBO Coordinators

Northern California:

Nadine Roberts Cornish(916) 925-7816
Lori Goodwine(916) 446-2842

Southern California:

Tania Watson(661) 297-0048
Pamela Coe(714) 637-5421

Hill and Knowlton

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048
Contact: Dina Friedman (323) 966-5761
Fax: (323) 782-8190
E-mail: babycal@dhs.ca.gov

California Department of Health Services

714 P Street, Room 1440
Sacramento, CA 95814
Contact: Tyra Allen (916) 654-0224
Fax: (916) 654-3653
E-mail: babycal@dhs.ca.gov

Visit BabyCal's Web Site: www.dhs.ca.gov/babycal

Ordering Information

Outreach materials are available to CBOs free of charge. CBOs may order materials by completing an order form and faxing it toll-free to Digital Logistix at (888) 428-6245. Orders are filled and shipped at no cost to you within three to five business days after receipt of your request. Please use the enclosed order form to order materials. If you have any questions regarding your order, please contact Dina Friedman of Hill and Knowlton at (323) 966-5761.

For questions, special orders or a CBO Member Kit, please contact your CBO coordinator or Dina Friedman at (323) 966-5761. The CBO Member Kit is designed to support your client education and outreach efforts and provides a place to store your BabyCal informational materials.